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Ideas... 4-H and YOUTH DEVELOPMENT

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Dear Co-Workers:

It is gratifying to learn of the many ways the 4-H program is being utilized to extend educational motivation and opportunity to many culturally and economically disadvantaged boys and girls. States are demonstrating the adaptability and flexibility of 4-H in involving youth from varied home situations into meaningful programs. We are especially pleased with the increased inter-racial participation in leader training meetings, county and State 4-H activities. Minority groups will be well represented at the National 4-H Conference.

4-H AT IMPORTANT NATIONAL CONFERENCES

Our staff has participated in two recent national conferences that will have important national implications. Fern Kelley represented 4-H at the Midwest Regional Pilot Conference on "New Approaches to Counseling Girls in the 1960's," sponsored by the Women's Bureau and the Office of Education. Counselors, counselor-educators, and Employment Service personnel, for eight Mid-Western States, and representatives of national organizations attended. They considered how to help the girl of today become the adequate woman of tomorrow.

Eleanor Wilson participated in a conference, sponsored by the American Home Economics Association, on work with low income families. Aims of the AHEA Conference were to:

1. Increase understanding of the problems of poverty.
2. Identify the contributions of home economics in breaking the poverty cycle.
3. Gain further knowledge of the services of various organizations and agencies serving low-income families.

Both Conferences were held at the University of Chicago Center for Continuing Education.

CONFERENCE - 4-H AND LIBRARIES

A significant conference March 1 to 3 teared representatives of 4-H and of the Children's and Young Adult Services Division of the American Library Association. The meeting explored ways librarians can help further 4-H Club work and in what ways, through 4-H, the services of libraries can be extended.

4-H 50 (3-65)

COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES

4-H representatives were Dick Tomkinson, Kansas (Chairman for 4-H); Phyllis Stout, New York; Margaret McKinstry, Kentucky; Jim Baker, Delaware; Emmie Nelson, National 4-H Service Committee and Fern Kelley.

The opening dinner was expanded to include several representatives of government agencies and library groups. Dr. Raymond Scott, for Extension and Dr. Edwin Castagna, President of American Library Association spoke for the entire group in expressing enthusiasm for this kind of cooperative effort. The Kansas 4-H reading project was studied as an excellent example of present cooperation.

The examples sent by States, in advance of the conference, were extremely helpful. The summary of these examples will be sent to any State 4-H Leader who requests it. (Write Kelley). A resume of the discussions will be sent to State Leaders later.

CENTRAL STATES MEETING

State 4-H Leaders, meeting at Columbia, Mo., March 23-25 with their Directors, will discuss the urban 4-H study. Three will lead out: Russ Mawby to report the study, Leonard Harkness to report State views on implications of the study to State 4-H staffs, and Director Marvin Anderson to lead a discussion on implications of the study for Extension administration.

Frank Graham will take the leadership for the discussion of youth aspects of the Economic Opportunity Act; Wes Antes on recent papers developed on 4-H work; Frank Campbell will lead out on a preliminary discussion of a possible 4-H Club study in the Central States.

Bob Pinches assisted with the planning session in John Banning's absence.

EXCHANGE PROGRAM WITH BOLIVIA

Ten 4-S members and their leader from Bolivia were in Utah on an exchange program arranged in cooperation with Alliance for Progress, Department of State. They had living-with-family experiences in three different areas of the State. A five-day program arranged at the National 4-H Center in Washington climaxed their visit to the United States.

NATIONWIDE DRIVER IMPROVEMENT PROGRAM (NATIONAL SAFETY COUNCIL)

A nationwide driver improvement program to help curb the rising traffic toll was launched recently by the National Safety Council. The course is a capsule version of the professional driver training program developed for fleet operations by the Council's Motor Transportation Department. Drivers in fleets that are Council members last year had an average accident rate approximately half that of all drivers in the country.

Volunteer instructors, certified by the National Safety Council, will present the course, utilizing films, visual aids for the analysis of actual accidents, and training techniques provided by the Council. The sessions will be presented across the country in small groups under the sponsorship of safety councils, church organizations, labor unions, service clubs, and employers. Chris Imhoff, of the Safety Council, has been named Director of this Driver Improvement Program.

TWO RECENT PROJECT OPPORTUNITIES

The Grain Marketing Conference in Chicago, January 26-28, and the Twelfth Junior Poultry and Egg Fact Finding Conference in Kansas City, February 11-14, offered excellent opportunities for 4-H members. We have had reports that both gave members fine chances to increase their knowledge of industry and/or careers that might be open to them.

RURAL YOUTH U.S.A.

This year, for the first time, the RYUSA Conference will be held in the West. It is to be held August 22-26 at Sunset Lodge, Fort Ward, Bainbridge Island, which is near Seattle, Wash. The conference theme will center around rural-urban relationships, with a strong effort to understand rural-urban inter-dependency from the point of view of people with an urban background.

4-H PROGRAM IN CHICAGO

Labeled a pilot program, 4-H work in Chicago has proved that the 4-H clover type of education can flourish in the heart of the big city. Agents Dr. Larry and Anna Rose Biever say the 4-H program has expanded in membership and enthusiasm because of "clientele, communication techniques and concepts."

The current enrollment is 1803 members, making a total of 4351 different boys and girls who have participated in 4-H in Chicago in the past seven years. Things are looking bright: Total membership increase was 14.9 percent over the previous year. Re-enrollment of 1963 first year members was 58.8 percent, with 66.3 percent of second year members enrolled for the third year. Active in the program are 203 adult leaders and 141 junior leaders.

To maintain rapport and continuous evaluation of local 4-H meetings, the 4-H staff attempts to make two visits each year to each club. With 125 active 4-H Clubs, this is a large assignment.

4-H IN THE NEWS

Scholastic Teacher and Junior Scholastic, each had a 4-H picture-story in the February 25 issue. The 4-H work of Allen Leman of Illinois and Veronica Varosy of New York was featured. Both were former Report-to-the-Nation delegates.

March issue of Today's Health (American Medical Association) shows a photo of the national 4-H health winners and explains briefly some of their accomplishments.

Prairie Farmer's Mary Dean Williams gave her entire column, January 2, to "Parent Push and 4-H'ers". Said Mrs. Dean, "4-H Club members really are the greatest! If parents of the 1500 at 4-H Congress could see them in action here, they would have new motivation for developing the best possible guidance attitudes."

February issue of Electricity on the Farm has a two-page story about national 4-H electrification winners. It also lists all State winners.

FOCUSING ON THE ADOLESCENT

February issue of TODAY'S HEALTH (American Medical Association) features the adolescent. It has several outstanding articles that will interest and help us.

ARKANSAS--GRAM

Here is the latest on the Arkansas Special 4-H Program.

A roving classroom is the latest innovation in the Arkansas program on special work with disadvantaged young people and their families. A 37 passenger bus has been purchased through the Surplus Property Division. Special equipment has been involved to provide a workshop program in handicraft, home economics projects and other related activities. To date there are about 400 boys and girls involved in three pilot counties. Ten additional counties will be involved as program materials and resources are tested and become available through 42 program aides employed in a special arrangement in which indigenous leaders lead the "youth groups". Under these programs, aides receive some financial reimbursement; this phase of the program is being observed, evaluated and special attention being given.

4-H AT INTERNATIONAL FLOWER SHOW

New Jersey 4-H members were a popular hit with their "Plan and Plant for Beauty" exhibit and demonstrations at the International Flower Show held in New York City the week of March 8. As each demonstration was given, the crowd accumulated and almost stopped traffic. A special leaflet "Grow with 4-H" was distributed to people who wanted to know more about the 4-H program.

CLUB CONGRESS

Ray Cox and committee are developing interesting plans for leaders' sessions. Featured areas this year are clothing and plant science. States will want to keep these areas in mind when planning who should attend.

INDEX FOR IDEAS MATERIAL

Floyd Lynch has suggested that we do an index of the various items in the IDEAS letter, done every year or two. Earlier, Rollyn Winters made such a suggestion. If other State leaders feel this is important we can probably arrange to have it done. If you have opinions about this, please suggest how many issues such an index should cover to be current and useful to you.

LEADS FOR LEADERS - NO. 37

South Dakota has generously shared copies of their "New and Prospective 4-H Leader Training Program". The bound material is planned for four training meetings. Each section is planned for presentation in a two-hour meeting. Other States are credited for giving helpful material.

We think you will appreciate having a complete volume.

/SHARING THE GOOD IDEAS IN USE IN THE STATES/

CALIFORNIA - Slide set, "4-H Leaders Responsibilities"

A new set of 25 slides nicely illustrates the duties and responsibilities of 4-H leaders. It is planned to help particularly in orienting new or prospective 4-H Club leaders. The set was developed by the State 4-H staff in cooperation with the State visual aid specialist.

GEORGIA - Teenage Nutrition Conference

4-H Club members shared with other youth in the 1965 Georgia Teenage Nutrition Conference, sponsored by the Georgia Nutrition Council. 4-H'er, Mary Jo Smith, President, Georgia 4-H Clubs, welcomed the group to the conference. Dr. Tommy Walton started the group off with "You and the Conference." An outstanding group of resource people cooperated.

INDIANA - TV6 Dog Obedience Training Class

A series of six 12-minute periods were utilized on a "Sunday in the Country" program on Channel Six at 7:30 a.m. The programs were planned for boys and girls already started with a 4-H Dog Care project, or for those who would like to begin. The manual, "You and Your Dog" was supplied to new youth. This was an effort to see what could be done with TV training on an Extension project. About 300 boys and girls enrolled for the first trial.

KANSAS - Education and Careers

The February issue of Kansas 4-H Journal features education and careers. Has many significant articles. One interesting chart shows where the 1963 Kansas high school graduates went - indicating 21 percent employed, 41 percent at four-year colleges, 11 percent in junior colleges, 8 percent in business or trade schools.

KANSAS - Scholarships for Leaders

The Kansas 4-H Foundation provided 100 scholarships for leaders to attend the State 4-H Leaders Conference, March 16-18. Two leaders were eligible from each of the first 50 counties submitting applications.

MAINE - Project Growings

4-H projects are now grouped in one of six major areas: Animal Science, Social Science, Engineering, Family Living, Outdoor Living, Plant Science.

MASSACHUSETTS - Team Teaching

State Extension Specialists in Nutrition and Home Furnishings are testing a plan for a series of six weekly sessions on the use of color and design in such areas as food, home furnishings, hospitality, and wardrobe planning. Participants are older 4-H Club girls and their mothers.

MICHIGAN - Project Training

Camp Kett is becoming a Center for project leader training. March 19-20 had two conferences going simultaneously--one for Horticulture and one for Dog Care and Training. Entomology Leader Training is scheduled April 9-10; to be followed by the Rural Youth Conference, April 17-20 and the Family Living Conference (Children, Young Adults in Family) April 27-28. The State 4-H Leadership Conference was held at the Kellogg Center in Lansing, March 6-7.

MICHIGAN - RHODE ISLAND - TV Science Series Aired

Michigan reports the new series had its premier run on WMSB-TV with a total of 2,000 enrolled from 24 different counties. The series is being used on the Cadillac-Sault Ste. Marie stations, and the Flint station. Preliminary enrollment was near the 3,000 mark, with a number of schools participating on a cooperative basis throughout the area.

Some 3,000 boys and girls are enrolled for a second TV venture in Rhode Island using the science series from Michigan. An electrical series last spring enrolled 2,550 from Rhode Island and nearby Massachusetts.

MINNESOTA - GEORGIA - State Exchange

Georgia to Minnesota will be the first leg of the newly-established two-State exchange. The following year, Minnesota will do the traveling. A six-year program is planned, which will give a chance for most counties to have a member participate.

MISSOURI - District Conferences

Two important training opportunities were offered in February to personnel with Extension Youth Program responsibility. In early February, five district sessions were offered on "Money Management for Youth". Later in the month, seven district programs were held on "Expanding A Broad Extension Youth Program."

MONTANA - Opportunities for Parents

A publication by this title is prepared for County Extension agents. Gerry Fenn cooperated with Hazel Hinman of Carbon County in developing approaches that were used to try to build understanding, attitudes and skills which would improve the cooperation between parents and leaders. Gerry would probably supply a copy to interested staff members who write her.

NEW MEXICO - Long Range Look at Youth Program Directions

The State 4-H staff made a unique presentation before the State 4-H Advisory Committee of long range youth program needs and directions. They used a hula hoop to represent an orbit pattern rotating around a "4-H emblem". Each of the six areas designated for major concern represented a satellite and was hooked on the hula hoop, thus pointing out areas of emphasis and need.

NEW MEXICO - Leaders Packets on Safety and Emergency Preparedness

The State office has prepared kits available to leaders through their county office. Each has a selected group of bulletins and teaching ideas. The emergency preparedness includes the new "4-H Leaders' and Members' Emergency Preparedness Activity Guide," stressing that emergency preparedness belongs in all 4-H projects and activities.

NEW JERSEY - Home Economics Careers

Somerset County, for the third year, is cooperating with schools in presenting programs on home economics careers. Extension's role was to point up the possibility, to help arrange speakers, and generally to act as a catalyst. An interesting program feature: As each speaker was talking, a slide of the person in his work situation was projected on a screen above him.

NEW JERSEY - Wide Impact for Public Speaking

Ocean County can show that public speaking in 4-H has results for the county program as well as for the 4-H'ers. A group of boys and girls had two workshops to prepare them for speaking assignments. After a writeup in the local papers and a notice in an Extension newsletter, the county office had a surprising number of calls for 4-H speakers from a wide variety of groups. The goal had been to send one boy and one girl for each request. Practice workshops have continued for the 4-H speakers. Another highlight was a field trip by the budding orators to a station where they not only learned about the working of a radio station but made tapes for rebroadcast. 4-H teams were also on hand for a two-day program at a department store where they introduced the movie, "Man Enough for the Job"; between showings, they explained 4-H and what 4-H has done for them.

NEW YORK - Emphasis on Economics

Economic subject material will be highlighted at the State 4-H Club Congress in June, both in general assemblies and in the various subject-matter groups. Dr. Francis Bethlen of the New York State Teachers College at Plattsburgh, guest speaker, is in charge of Economic Education at the University.

NEW YORK - PENNSYLVANIA - 4-H Bumper Plates

A 4-H plate is available which can be attached to the front bumper of a car. Many county councils have taken an active interest in getting it used. Nearly 10,000 are in use in New York State.

OHIO - Special Narration for Leaders Luncheon

Eva Kinsey, former Assistant State 4-H Leader, has written a narration "Proudly We Mail" especially for the luncheon honoring local advisors (leaders) who reach their 5, 10, 15, 20, 25, 30 and 35-year's service. The luncheon was held March 25 at the Ohio Union on the Ohio State University campus.

PENNSYLVANIA - Physical Fitness

Delaware County has a unique example of adding interest to health programs. In addition to the work suggested in the Physical Fitness part of the 4-H health project, the members decided to learn baton twirling and increase the amount of exercise they receive. Lessons on nutrition alternate with baton twirling activity.

SOUTH DAKOTA - Speaking Topic Set

"Youth's Responsibility in Highway Safety" is the topic for a 4-H public speaking contest. A three to six minute original talk must be delivered as a platform speaking presentation. The State contest will be a feature of State Club Week in June. Although only older members may compete at Club Week, counties are encouraged to conduct a junior division too.

TEXAS - Densely Populated Areas

The Texas staff has organized a "Program Guidelines in 4-H Work for Densely Populated Areas". This gives a method of program analysis and development.

UTAH - Key Leaders Attend Training

Key leaders -- such as advisory council members and community chairman -- attended the State 4-H Leaders School, February 16-18. The second day was devoted to discussion of new program areas--money management, emergency preparedness, preparation for marriage, career exploration, automotive care and safety, conservation, and science emphasis.

VERMONT - "Understanding the Adolescent"

Home demonstration and 4-H Club agents teamed for a February Conference at the University of Vermont. The group studied effective communication between young people and adults.

VIRGINIA - Agent development continues to be a major emphasis in long range planning. Twenty to 25 agents, who give primary leadership to 4-H work, come to the V.P.I. campus for three months for formal graduate course work in psychology of the adolescent, program planning, and sociology.

WASHINGTON - Opportunities for Leadership Development

A series of four district training meetings were held for from four to eight leaders from each county, plus the 4-H agent. Recommended participants were community club leaders, and leaders who work with other leaders and thus influence programs.

A 4-H leadership exploration conference was held for key leaders. It was designed not to give the "answers" on leader roles and organization, but to equip participants with principles for determining how various roles and organizational structures can best be used in the individual's own county.

WISCONSIN - Dynamics of Leadership

Dr. Russ Robinson, Youth Worker on the Milwaukee campus, is staging a series of six sessions on the dynamics of leadership, including: The leader and the group, the leader as planner, the leader as organizer, the leader as teacher, the leader as evaluator, and the leader and morale. Persons in church or civic groups, business, professional or social clubs of other groups are being invited to attend.

WYOMING - Honors for the Governor

Governor Clifford P. Hansen received special recognition as a "Friend of 4-H" at the annual Wyoming 4-H leader's conference. Governor Hansen was also the principal speaker for the banquet.

EIGHT STATES WEST AND SOUTHWEST - Money Management

"Dollars and Sense" was the theme for special training to 4-H'ers in the wise use of credit. The group included 4-H members of eight States who were attending the National Western 4-H Club Roundup at Denver in connection with the Livestock Show.

/NEWS OF OUR CO-WORKERS/

John Banning is now on study leave at the University of Maryland. We expect him back on active duty about June 1. We will enthusiastically welcome Joe McAuliffe back from study at Stanford April 5.

Dr. Gordon Beckstrand is named to succeed Russ Mawby in Michigan. Gordon has been a District Director in Utah for the combined program for Agricultural Extension and General Extension. Before going to Wisconsin for graduate study, Gordon was on the State 4-H staff in Utah. National Conference will provide a time to meet him if you have not done so.

Wayne Nierman, assistant 4-H international programs leader of the National 4-H Club Foundation, will begin a new phase of youth work in Eugene, Oregon. He will be community service coordinator in the Lane County Youth Project, a public-supported program dedicated to the development and preparation of all youth for full citizenship responsibilities.

Bill Stone, Illinois has reported for duty at the National 4-H Foundation, taking leadership in citizenship and leadership work while Dr. Charles Freeman is in India.

Claudia R. Woker is on leave in Minnesota until about May.

Cecil Mayfield, Alabama, has returned from study leave. He now has the title of 4-H Club Agent.

Ima Crisman, South Dakota, is Chairman of the Governor's Commission on the Status of Women. This is a distinct honor.

Kentucky co-workers honored E. E. Fish, retired 4-H field agent, at their annual conference. A portrait of Mr. Fish was presented to the University.

Henry Hansen has been elected Chairman of the Board of Trustees for the National 4-H Foundation. Six new trustees for the 4-H Foundation are: D. W. Colvard, President of Mississippi State University; Robert E. Jones, Extension State Agent in North Carolina; Rhonwyn Lowry, 4-H in Georgia; R. O. Monosmith, 4-H in California; John C. Denton, President of Spencer Chemical Division of Gulf Oil Corp.; and Dean McNeal, Executive Vice-President of Pillsbury Company.

Mrs. Nona Worsham joins Hattie Kilgore on the research and educational staff of Kerr Glass Company. Mrs. Worsham has had teaching experience in three different States.

Frances Clingerman of the FES Division of Information, is now devoting full-time to 4-H work. She formerly served both 4-H and home economics.

Interstaff conference, held recently in Chicago, included Norman Mindrum and Ken Anderson of the National 4-H Service Committee, Grant Shrum of the National 4-H Foundation, and Fern Kelley and myself from FES. Even though we work closely together on many activities, we find these planning conferences highly valuable.

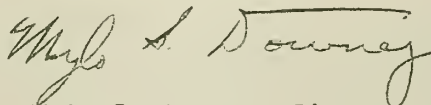
/IN CLOSING/

In these challenging times, we need the ability to think clearly about ourselves and about basic issues. Demosthenes said emphatically "The easiest thing of all is to deceive one's self--for what a man wishes, he generally believes to be true."

These are also times for action. A recent quote says it well:

Getting things done involves three simple steps:
INCISION - Cut into the problem, analyze it.
DECISION - Make up your mind what to do about it.
ACTION - Do it.

Sincerely yours,



Mylo S. Downey, Director
4-H and Youth Development

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
(Editor of IDEAS)

Program Leaders:

V. Joseph McAuliffe (Study leave)
Robert R. Pinches
Edgar A. Reeves, Jr.
Lloyd L. Rutledge
Eleanor L. Wilson

Enclosures

